

# Protea Hotels by Marriott voted coolest hotel brand in SA

For the ninth consecutive year, Protea Hotels by Marriott has been named South Africa's Coolest Hotel Brand in the Sunday Times Generation Next Survey for 2019.



Image(s) Supplied - Protea Hotel Fire and Ice Menlyn

"Designed for the progressive yet pragmatic traveller seeking a high-quality travel experience, Protea Hotels by Marriott has been redefining and leading the evolution of travel in a highly competitive and dynamic market exceeding guest expectations consistently," said Neal Jones, chief sales and marketing officer, Middle East and Africa, Marriott International.

"We are delighted to be recognised for our efforts and win this coveted accolade for the ninth consecutive year, gaining the confidence of the next generation of travellers in a strategically important market. This award is a testament to the hard work and commitment of our teams."

"Delivering a highly personalized experience that caters to the demands of a forever young demographic has been at the core of everything we do," added Danny Bryer, area director for sales and marketing, Protea Hotels by Marriott.



Protea Hotel Fire and Ice Menlyn lobby design

"We know it is important to stay ahead of the game and we constantly challenge ourselves to go above and beyond. Being part of Marriott International's global brand portfolio gives us access to global trends and best practices and allows us to translate these into unique locally relevant experiences. This helps us to connect with forward-thinking travellers including the next generation and build loyalty with them."

Now in its 13th year, Generation Next polls the opinions of 5,675 of South Africa's youth (ages 8 to 22) in urban and peri-urban environments in six provinces. The lifestyle and consumer behaviour questionnaire is boosted by a further 4,622 face-to-face interviews.

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